Rowan University
Campus Signage

Design Exploration

November 16, 2005
Project Phases

1. Evaluation and Assessment
2. Wayfinding Strategy

3. Design Exploration
   *Initial sketch concepts, selected sign types*
   *Showing application of RU identity*

4. Approved Design, Guidelines
   *System concept*
   *Organized in to manual, with specifications*

5. Phased Installations
   *Specific projects based on funding and building priorities*
Phase 1: Evaluation & Assessment

**Audience and Messages**

*Wayfinding is directed primarily to the first-time visitor:*

- New/visiting students
- Parents
- Community
- Events
- Library
- Alumni
- Prospective Students
- Athletic Events
- Summer Conferences
- Service, Contractors, Deliveries

*Vehicular Directionals*

*Proposed Shortlist of Messages*

- Rowan University
- Welcome to Rowan University
- Welcome Center
- Visitor Parking
- Main Campus
- Admissions
- Student Center
- Bookstore
- Athletics
- Rec Center
- Fields
- Planetarium
- Bunce Hall
- Administration
- Alumni Center
- Townhouses
- West Campus
- Downtown Glassboro
- Route 55 / Phila. / NJ Tpk.

Rowan University Campus Signage Assessment

SASAKI
Phase 2: Wayfinding Strategy

Sign Plan: Vehicular Directionals

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Phase 2: Wayfinding Strategy

Sign Plan: Building Identity

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Phase 2: Wayfinding Strategy

Sign Plan: Street Signs

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Design Expression: University Identity

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Design Expression: University Fonts

HOEFFLER

ABCDEFHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Rowan University
Hoeffer Text-book

GOTHAM

ABCDEFHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Rowan University
Gotham-book

ABCDEFHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Rowan University
Gotham-medium

ABCDEFHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Rowan University
Gotham-bold

ABCDEFHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Rowan University
Gotham-book-italic
Phase 2: Wayfinding Strategy: Sign Family

Parking Lot Identity  Parking Reg. & Traffic  Facility Identity  Kiosk / Map  Pedestrian Guide

Rowan University Campus Signage Assessment

Rowan University Campus Master Plan
Phase 3: Concept Design

Overall themes

- Clean & Elegant
- Unadorned
- Respects tradition (brown, gold, oak, torch)
- Versatile

"Core of Light"  "Academic Columns"  "New Classic"

Rowan University Campus Signage Assessment
Phase 3: Concept Design

Theme A: “core of light”

Modern
Sleek
Clean lines
Natural materials
Unadorned typography
Light as a design element

Rowan University Campus Signage Assessment
Phase 3: Concept Design

Theme A: “core of light”

Variation 1

Rowan University Campus Signage Assessment
Phase 3: Concept Design

**Theme A: “core of light”**

**Variation 2**

Rowan University Campus Signage Assessment
Phase 3: Concept Design

Theme B: “academic columns”

- Traditional collegiate forms
- Formal
- Fluted columns
- Stencil cut metal
- Color bands

Rowan University Campus Signage Assessment
Phase 3: Concept Design

Theme B: “academic columns”

Rowan University Campus Signage Assessment
Phase 3: Concept Design

Theme B: “academic columns”

Rowan University Campus Signage Assessment
### Phase 3: Concept Design

**Theme C: "new classic"**

- **Architectural**
- **Decorative**
- Modern take on traditional details
- Expressive hardware
- Showcases identity

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**Rowan University Campus Signage Assessment**

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Rowan University Campus Master Plan
Phase 3: Concept Design

Theme C: "new classic"

Rowan University Campus Signage Assessment
Phase 3: Concept Design

Theme C: "new classic"

Rowan University Campus Signage Assessment